

# ***Healthy Communities: Connecting the Dots***

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# What is Kentucky's Health?

- Unhealthy lifestyle choices for both adults and youth
  - #4 (Highest) in Smoking
    - 25.2% KY; 18.3% US
  - #7 ( Highest) in Obesity
    - 30.3% KY; 26.6% US
  - #6 (Lowest) in Physical Activity
    - 69.5% KY; 75.2% US
  - #4 (Highest) in lack of fruit and vegetable consumption
    - 81.6% KY; 75.7% US

# Possible Root Causes?

- Environmental factors associated with poor health:
  - Transportation
  - Land-use and development
  - Conditions of Homes and Schools
  - Parks, recreation, and trails
  - Safety, security, and crime prevention
  - Smoking in public places

# Possible Root Causes?

- Social factors associated with poor health:
  - Low levels of Education
  - High Poverty rates
  - Limited Access to Health Care in some areas
  - Cultural norms



Community development affects health risks,  
disparities, and quality of life.

# 10 Things to Know About Health

1. Health is more than health care
2. Health is tied to the distribution of resources
3. Racism imposes an added health burden
4. The choices we make are shaped by the choices we have
5. High demand + low control = chronic stress

# 10 Things to Know About Health

6. Chronic stress can be toxic
7. Inequality – economic and political – is bad for our health
8. Social policy *is* health policy
9. Health inequalities are not natural
10. We ALL pay the price for poor health

# What Makes Healthy Communities?

Healthy Communities Initiative focuses on  
Unnatural Cause # 4: The choices we make  
are shaped by the choices we have.



# Background

- Healthy Communities is based on evidence-based practice supported by research.
- A Healthy Community has a strong foundation in three areas that can immediately impact Chronic Diseases.

# Background

Three Action Areas can impact Chronic Diseases in communities:

- 1) Develop and/or enhance access to community walking and biking paths and sidewalks and promoting their use to increase physical activity across the lifespan.
- 2) Develop policies to increase access to healthy foods and physical activity utilizing evidence-based programs to support policies.
- 3) Implement policies to reduce exposure to secondhand smoke.

# Action Area 1

Broad approaches include:

- Create or Enhance Access to Places for Physical Activity (Park and Trail availability and access).
- Street-Scale Urban Design and Land-Use Policies and Practices (Complete Streets).
- Community-Scale Urban Design and Land-Use Policies and Practices (Smart Growth/Traditional Neighborhood Design)
- Safe Routes to School

# Incomplete Street



Cabinet for Health and Family Services



# Complete Street



# Action Area 2

## Nutrition Policies and Practice

### Broad Approaches Include:

- Increase the number and usage of community gardens.
- Increase the number, participation, promotion of farmers markets.
- Increase the usage of local foods in early childhood, schools, universities, worksites, and healthcare.
- Establish local food councils.
- Modify school food service, worksite cafeterias and vending machines policies to increase availability of fruit and vegetables.
- Price reductions of fruit and vegetables in schools and worksite cafeterias.
- Provide nutrition information on menus (i.e., menu labeling: HB 246, SB 86).

# Action Area 2

## Physical Activity Policies and Practice

### Broad Approaches Include:

- Community-Wide Campaigns
- Point-of-Decision Prompts for Stairwells.
- Individually Adapted Health Behavior Change (Physically Active for Life, Body Recall, etc)
- Enhanced Physical Education in Schools.
- Social Support in Community Settings.

# Action Area 3

## Secondhand Smoke Policies and Practice

- 24/7 tobacco free school policy.
- City/county government buildings becoming smoke-free.
- Conducting a public opinion survey on beliefs and attitudes on secondhand smoke.
- Passage of a city or county smoke free ordinance.
- Distribution of a toolkit for employers and business owners to implement voluntary smoke-free workplace policies.



# Healthy Communities in Action

- State and federal funded program to promote policy and environment change in Kentucky communities.
- Funding provided by: Kentucky Physical Activity Program, Osteoporosis Program, Tobacco Control Program and Healthy Communities Initiative. Also funds from the Preventive Block Grant will be used to increase health communities capacity across the state.
- \$36,000 awarded to each community

# Healthy Communities in Action

Three communities chosen through competitive application process in 2009. Two-year funding period.

All three communities must address all three Action Areas.

Awarded communities include: Cynthiana (Harrison County); McKee (Jackson County); and Berea (Madison County).

# Healthy Communities 2010

Three communities chosen through competitive application process in 2010.

All three communities must address all three Action Areas.

Awarded communities include: Brownsville (Edmondson County), Mt. Vernon (Rockcastle County), and Paris (Bourbon County)

# Steps to a Healthier Kentucky

- Community Engagement
- Community Assets
  - Intangible: trust, relationships, communication systems.
  - Tangible: physical environment, economic environment (finances, planning), social environment (neighborhoods, community centers).
- Community Collaboration
  - Systems working together for the improvement of the community.

# Roll Call

Community assets working together to be voice of the community relating to health:

- Policy makers
- Transportation officials
- Schools
- Local Health Departments
- Citizenry
- Faith-based
- Community-based Organizations
- Others



# Healthy?



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# Healthy?



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# Or is This Healthy?

